

In the Abstract:

Please substitute the following Abstract for the Abstract as originally filed.

A Web site (named, for example, certified.com) serves as a portal to only certified Web sites where selected claims about any products or services offerings (e.g., products or services) listed through these Web sites are certified, and verified, as genuine by obtaining strict guarantees from the client companies making the claims. ~~The Web site (named, for example, certified.com) assures the claims by verifying and obtaining strict guarantees from the client companies whose Web sites are listed in the certified.com Web site. The certification can be restricted to apply only to a portion of a client Web site and the certified claims are clearly marked. Certified.com offers~~ The invention solves the problem of lack of knowledge about the trustworthiness of Web sites by providing using "checking" services that to verify the claims made for a by a client Web business. The checking is done via normal audit procedures, as is currently customary, and the record keeping of records. ~~The Web site is an Internet version of such assurances as UL listings and Good Housekeeping Seals of Approval so that customers can trust what they get from Web sites; however, the Web site goes beyond just putting a seal on a product or service. It clearly marks what claim about each item offered is certified. The client companies that list their business products offerings pay certified.com fees for its claim certification of their Web site, and guarantee continued compliance with the certification by a contract with appropriate clauses in case of violations. Certified.com may also generate[[s]] revenue via for advertisements on its Web page and hits, and the Web page search engine located on its Web page made through its Web page search engine.~~